

Marketing Electronic Resources at University of North Carolina at Greensboro

Kate Hill

Electronic Resources Librarian



Or...catching the eye of our patrons





**Use Your
Marketing
Superpowers
for Good
Not Evil**

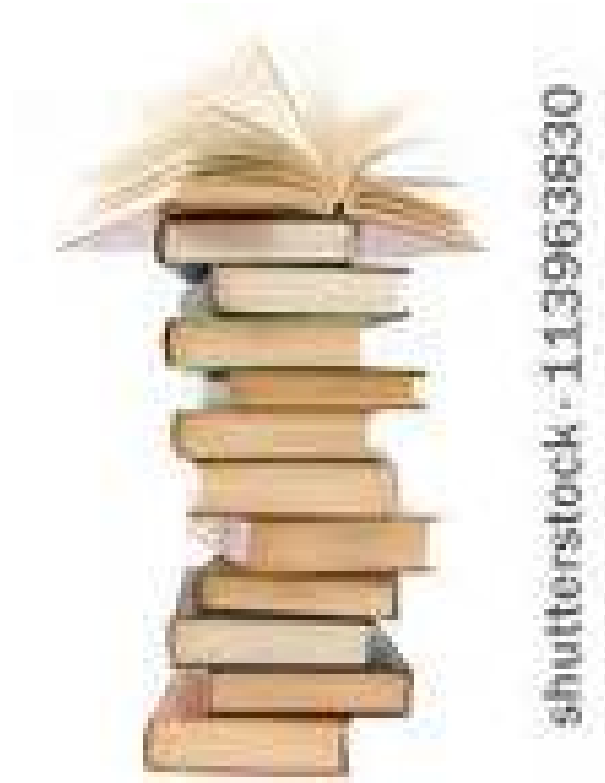


Why market?





General Marketing Lit



E-Resource Marketing Lit





A How-To-Do-It Manual for Librarians®

Marketing Your Library's Electronic Resources



Marie R. Kennedy and Cheryl LaGuardia



AD of Collections

Head of Tech
Services

Me!

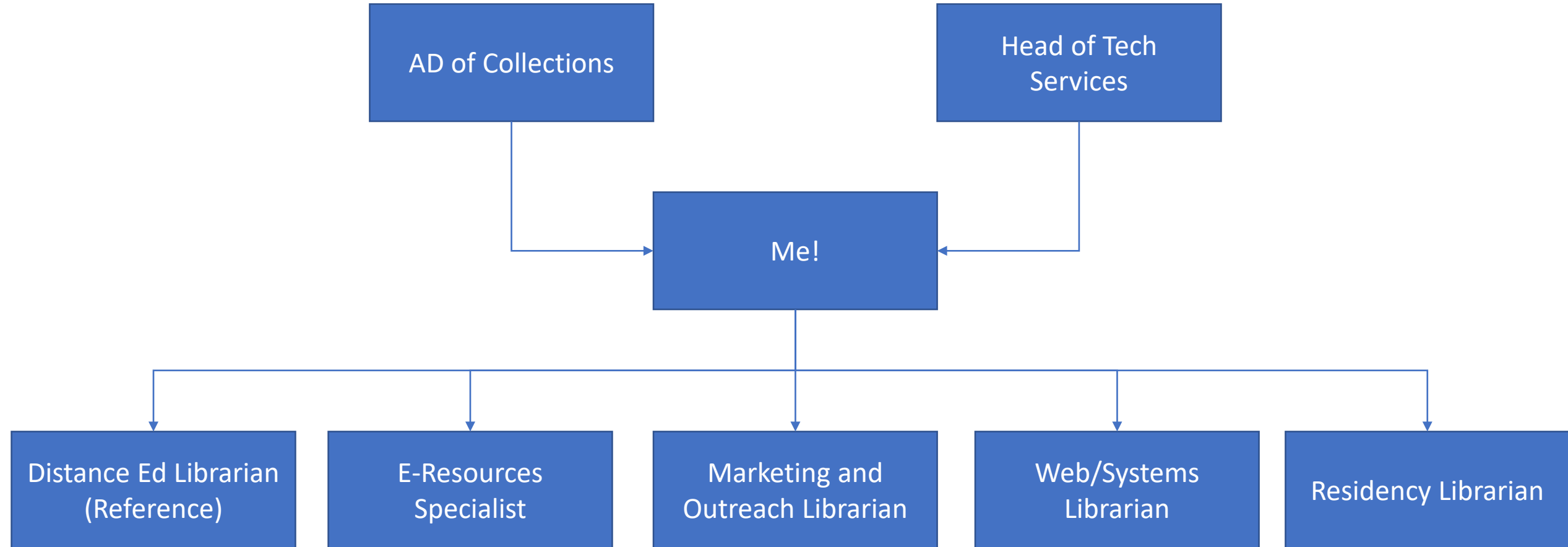
Distance Ed Librarian
(Reference)

E-Resources
Specialist

Marketing and
Outreach Librarian

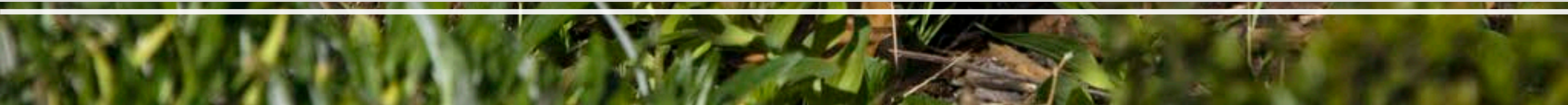
Web/Systems
Librarian

Residency Librarian



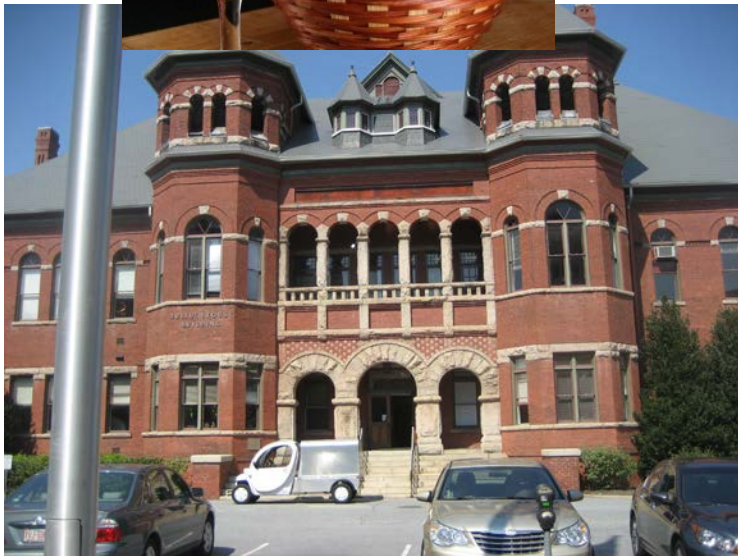


Surveying the Landscape





Good!



Not so Good



UNIVERSITY LIBRARIES

[All](#) [Catalog](#) [Articles](#) [DVDs](#) [Our Web Sites](#)

Articles, books, and databases

[Search](#)

[Advanced Search](#)

[Databases](#) [Journal A-Z List](#) [Research Guides By Subject](#) [Course Reserves](#)

[Chat with a Librarian](#)
[Research Help](#)
[How Do I...](#)

Help

[Libraries & Collections](#) ▾ [Services](#) ▾ [Spaces](#) ▾ [About Us](#) ▾

Jackson Library is currently [OPEN](#) ([Hours](#))



Available in Jackson Library



[Reserve a Room](#)

Use the New Reserve a Room System



[159 of 220 desktops for use](#)



[55 of 66 laptops available](#)



[10 of 16 iPads available](#)

[Other available technology »](#)

[Go!](#)

SPOTLIGHT

E-Books



[Spotlight Items »](#)

BLOGS & SOCIAL MEDIA

Spartan Stories

Tales from the University Archives at the University of North Carolina at Greensboro

[Brain Videos, IV Bags, and Deadheads: The Most Interesting Teaching Experience Contest](#)

Sep 25 2017 9:00AM

[More Blogs »](#)

NEWS & EVENTS

[Research and Applications Webinar Series](#)

[News Items »](#)

UNIVERSITY LIBRARIES

[All](#) [Catalog](#) [Articles](#) [DVDs](#) [Our Web Sites](#)

Articles, books, and databases

[Search](#)

[Advanced Search](#)

[Databases](#) [Journal A-Z List](#) [Research Guides By Subject](#) [Course Reserves](#)

[Chat with a Librarian](#)
[Research Help](#)
[How Do I...](#)

Help

[Libraries & Collections](#) ▾ [Services](#) ▾ [Spaces](#) ▾ [About Us](#) ▾

Jackson Library is currently [OPEN](#) ([Hours](#))



Available in Jackson Library



[Reserve a Room](#)

Use the New Reserve a Room System



[159 of 220 desktops for use](#)



[55 of 66 laptops available](#)



[10 of 16 iPads available](#)

[Other available technology »](#)

[Go!](#)

SPOTLIGHT

E-Books



[Spotlight Items »](#)

BLOGS & SOCIAL MEDIA

Spartan Stories

Tales from the University Archives at the University of North Carolina at Greensboro

[Brain Videos, IV Bags, and Deadheads: The Most Interesting Teaching Experience Contest](#)

Sep 25 2017 9:00AM

[More Blogs »](#)

NEWS & EVENTS

[Research and Applications Webinar Series](#)

[News Items »](#)

UNIVERSITY LIBRARIES

[All](#) [Catalog](#) [Articles](#) [Databases](#) [Our Web Sites](#)

Articles, books, and databases

[Search](#)

[Advanced Search](#)

[Databases](#) [Journal A-Z List](#) [Research Guides By Subject](#) [Course Reserves](#)

[Chat with a Librarian](#)
[Research Help](#)
[How Do I...](#)

Help

[Libraries & Collections](#) ▾ [Services](#) ▾ [Spaces](#) ▾ [About Us](#) ▾

Jackson Library is currently [OPEN](#) ([Hours](#))



Available in Jackson Library



[Reserve a Room](#)

Use the New Reserve a Room System



[159 of 220 desktops for use](#)



[55 of 66 laptops available](#)



[10 of 16 iPads available](#)

[Other available technology »](#)

[Go!](#)

SPOTLIGHT

E-Books



[Spotlight Items »](#)

BLOGS & SOCIAL MEDIA

Spartan Stories

Tales from the University Archives at the University of North Carolina at Greensboro

[Brain Videos, IV Bags, and Deadheads: The Most Interesting Teaching Experience Contest](#)

Sep 25 2017 9:00AM

[More Blogs »](#)

NEWS & EVENTS

[Research and Applications Webinar Series](#)

[News Items »](#)

10	LGBT Thought and Culture	1076		
11	Docuseek2 Complete Collection	284		
12	Brill	3		
13	CRC NET	Highest individual group use is 56		
14	Encyclopedia of the Bible and Its Reception	2		
15	All Eastview titles (Pravda, Russian Newspapers)	4		
16	Ageline			
17	AAS Historical Periodicals Collection			
18	Biography Reference Center			
19	Essay and General Literature Retrospective			
20	Children's Core Collection			
21	Graphic Novels Core Collection (H.W. Wilson)			
22	L'Année philologique			
23	Middle and Junior High Core Collection (H.W. Wilson)			
24	Philosopher's Index			
25	Points of View Reference Center			
26	Political Science Complete			
27	Ebsco magazine archives (Lifef, People, Sports Illustrated, Time)			
28	All H.W. Wilson Core Collection titles			
29	All Gale Cengage Primary Source Collections	580		
30	19th Century UK Periodicals	3		
31	Archives Unlimited Latin American State Department Collection	38		
32	InfoTrac Newstand			
33	Literacy Criticism Online (Gale)	90		



BACHELOR'S DEGREES

Click or tap the program name below to learn more.

- [BA in Liberal Studies >](#)
- [BA in Peace and Conflict Studies >](#)
- [BA in Philosophy >](#)
- [BS in Business Administration >](#)
- [BS in Human Development and Family Studies >](#)
- [BS in Integrated Professional Studies >](#)
- [BS in Public Health >](#)
- [BS in Supply Chain Management >](#)

MASTER'S DEGREES

- [MA in Peace and Conflict Studies >](#)
- [MA in Dance Education >](#)
- [MA in Applied Arts and Sciences >](#)
- [MEd in B–K Interdisciplinary Studies Education and Development >](#)
- [MEd in Teacher Education: Elementary Mathematics Education >](#)
- [M of Library and Information Studies](#)
- [MM in Music Education >](#)
- [MS in Consumer, Apparel, and Retail Studies >](#)
- [MS in Information Technology and Management >](#)
- [MS in Nursing Administration >](#)
- [MS in Nursing Education >](#)



Asking the users



Q10



How often do you use these resources to *find new information* for your classes and research:

	Never	Daily	Weekly	Monthly	Yearly
Fellow researchers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UNCG University Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recent literature in your field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other campus resources (UTLC, ITCs, UNCG Online, etc). Please list other campus resources. <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q39



What resources would you recommend to your students if they want to

- ☐ Find a topic for a class assignment or research paper

- ☐ Begin a literature search for a class assignment

- ☐ Cite references properly

- ☐ Find primary sources (archival material, data, original research)

- ☐ Learn more about topics covered in class

- ☐ Find material for a multimedia assignment or poster (pictures, video, audio, etc)



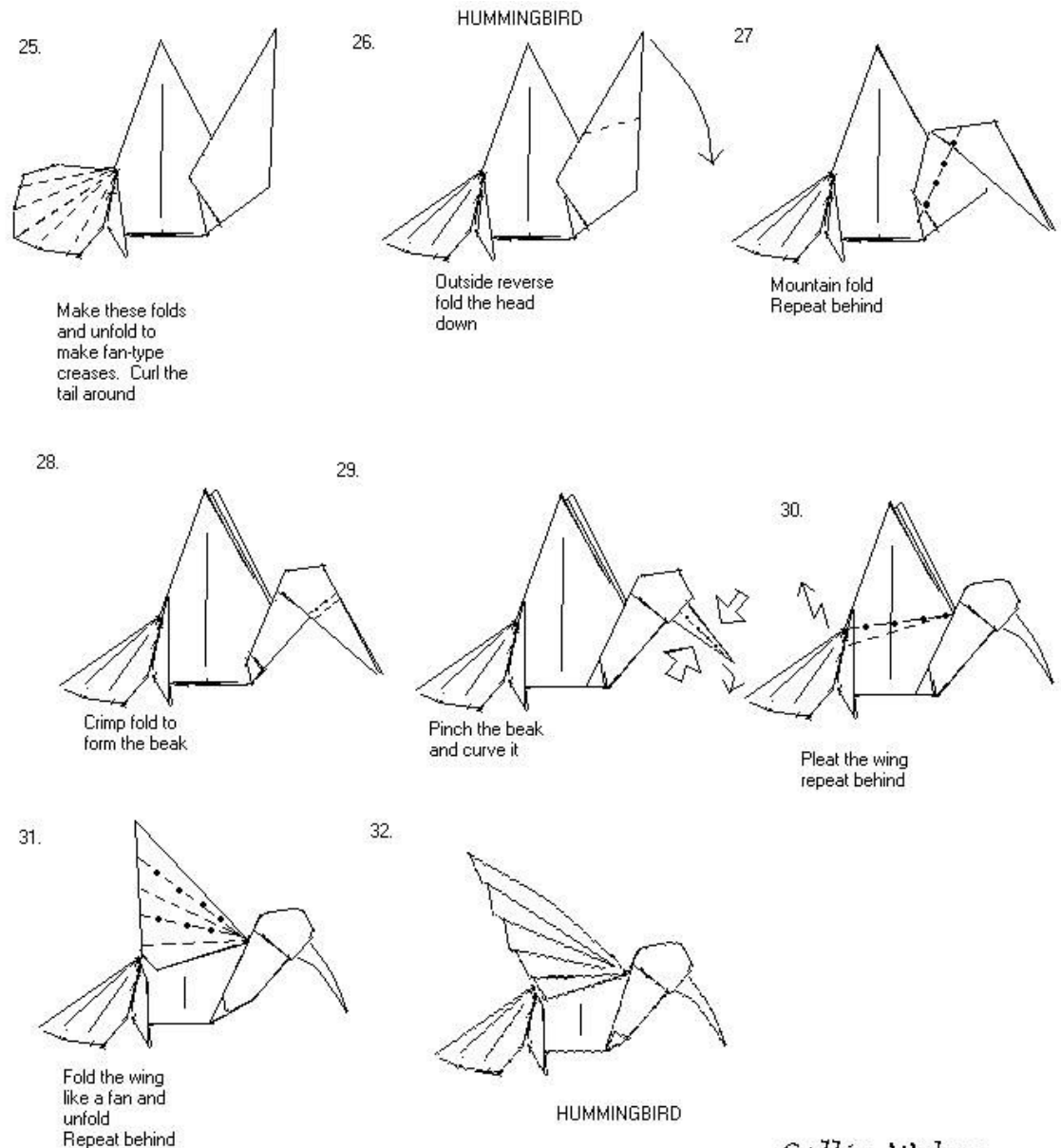
Q27



What reasons *prevent you* from using UNCG University Libraries' electronic resources more frequently?
Select all that apply.

- ☐ My classes or research do not require use of library materials
- ☐ I get all of the information I need on the Internet
- ☐ I use a library outside UNCG (please specify)
- ☐ I get all or most of the information I need from other colleagues
- ☐ The library does not have the information I need
- ☐ The library's electronic search systems are too difficult to use
- ☐ I do not have the proper equipment to access the library's electronic resources
- ☐ I do not get help when I need it from librarians and staff
- ☐ I have problems with electronic access to library resources because of proxy server, firewalls, etc.
- ☐ I prefer print resources over electronic resources
- ☐ Other (please specify)

The Marketing Plan



Collin Weber



Objectives

Strategies

Forms of Publicity

Assessment

Logistics



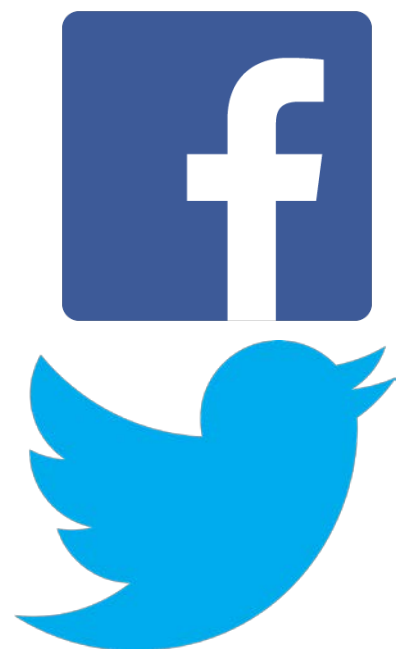
Objectives

- Visibility
- Embedded in Classroom
- Usage



Measurement!





UNCG New and/or Exciting Online Resources

The place to discover library tools for your research and class.

SUBSCRIBE





BLOGS & SOCIAL MEDIA

Spartan Stories

Tales from the University Archives at
the University of North Carolina at
Greensboro

[125 Years Ago: Starting Classes
at State Normal](#)

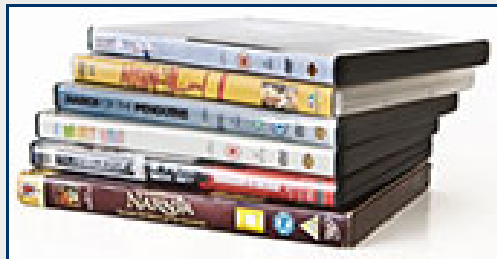
Oct 2 2017 8:49AM

[More Blogs »](#)



FOCUS SPOTLIGHT NOTES PEOPLE FEATURES ARCHIVES SUBMISSIONS CONTACT

SPOTLIGHT New DVDs at UNCG



[Spotlight Items »](#)

UNCG
UNIVERSITY
LIBRARIES

University Libraries
UNCG ✓
@UNCGLibraries

Home

About



Have you used streaming media (Audio and/or Video) from the library in your classes?

- ☐ Yes
- ☐ Maybe
- ☐ No



- ☐ Look up if EzProxy Stanza is at <https://www.oclc.org/support/services/ezproxy/documentation/db.en.html>.
 - ☐ If it is, copy the proxy and add it (keeping alphabetical order) to the config.txt in the libproxy drive. Save the file
 - ☐ If it is not, tell Kate and she will create a new stanza.
- ☐ Add entry to Database A-Z list. Be sure to write the description in a way that advertises the resource to students and faculty
- ☐ Go to the Collection Manager in OCLC Worldshare and search for a corresponding collection. Turn it on if available. If not, let Kate know.
- ☐ Inform Norman and Kate about new resource once access is set up.
- ☐ Optional (Only if resource is more general/large-do not do this for new journals or small primary source collections): Norman or Kate write a blog post about new resource
 - ☐ If a blog post is written, inform Terry Brandsma who will create a spotlight post based on this blog post
 - ☐ If blog post is written, inform Hollie Parrish-Smith. Send along links to useful visuals provided by vendor. Ask to make a digital sign
 - ☐ If blog post is written, ask Norman to write copy for Campus Weekly
 - ☐ If a blog post is written, inform Hallie so she can link to it on Facebook and Twitter
- ☐ Kate writes an email to all liaisons with a link to the resource and brief information for them to send faculty.
- ☐ Email Jenny Dale to ask for resource to be added to LibGuides Database List.

